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MOTORBOATING

FEBRUARY 2005

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BEST OF THE YEAR

We salute the innovators and trendsetters who have improved—and expanded—the sport of boating in the past year. By the EDITORS

ADVENTURE: NORDHAVN ATLANTIC RALLY History was in the making last summer when 18 powerboats ranging in size from 40 to 90 feet set out from Ft. Lauderdale to cross the Atlantic. Forty-eight days and 3,800 miles later, the fleet pulled under the shadow of the Rock of Gibraltar, finishing what has been called the most exciting powerboat event of this century. Never before had a voyage of this caliber been completed by such a large group of recreational powerboats traveling together. The Rally's success was due to the efforts of Jim Leishman and his colleagues at Nordhavn, who conceived of the passage and coordinated every mile. For those who participated, the Rally was more than a success; it was a life-changing event. They discovered that ordinary boats are built for extraordinary adventures.

HERO: LAURENCE D. NETTLES, U.S.C.G. In a tropical storm off New Orleans with relentless rain and winds gusting to 50 knots, U.S. Coast Guard Aviation Survival Technician Third Class Laurence D. Nettles and his helicopter crew located a fishing boat that was sinking with four people aboard. Seas rolling across the deck of the vessel ruled out a direct hoist. So, Nettles leapt into the rolling ocean and swam to the craft, towing the survivors to the rescue basket one at a time. Twice, breaking waves as high as 25 feet carried him so far from the boat that he had to hang on to the rescue hoist to be dragged back. Seemingly unfazed by fatigue, he saved all four people, and showed the world what it really takes to be a marine hero. Nettles recently received a medal from the Association for Rescue at Sea.

SUPPLEMENT TO

MOTORBOATING MAGAZINE

Dear Motor Boating Advertiser,

A few months ago, as is his habit (a habit we hope he never breaks) Peter Janssen looked at Motor Boating's annual franchise, the "Best Of" Awards, and asked, "How can we make these awards better? More interesting? More relevant?" The result:

This issue, with an all-new, less traditional Motor Boating "Best Of" Awards for 2004, recognizes everything from an historic trans-Atlantic crossing by real boat owners to a new propulsion system that the word "revolutionary" barely describes.

While reading this intriguing feature I suddenly realized something: Every time you place your advertising in Motor Boating, in a way, you're giving us a "Best Of" award. Clearly, you want your message to appear in the "best" magazine, the one that delivers the "best" return on your investment.

And just like Peter, you have your own set of standards for determining the "Best Of" magazines. You notice improvements, like the heavier cover stock, premium paper, expanded editorial and freshened design we put in place last year. Which explains why you awarded us an 8% jump in 2004 display advertising.

In short, you value an editor who asks again and again, "How can we make it better?" Because the result is an ever improving magazine. And, as the saying goes, "you ain't seen nothin' yet." As 2005 unfolds, I can assure you, Peter will make it easier than ever for you to pick Motor Boating, because the "Best Of" is exactly what he will continue to produce.

Sincerely,

John Young
President, Motor Boating Magazine

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